

SPEAK UP

FOR

VICTORY

September 1942



UNITED STATES OFFICE OF CIVILIAN DEFENSE
WASHINGTON, D. C.

In WORLD WAR I 75,000 Four-Minute Men sprang into action. From every kind of platform and to every kind of audience they affirmed the principles of democracy.

When the Navy appealed to the country for telescopes and binoculars, two-thirds of those received came in response to the appeals of the Four-Minute Men.

Whenever the Four-Minute Men put on a campaign for Liberty Bonds, the Treasury Department recorded an upsweep in sales.

Prof. S. H. Clark, of the University of Chicago, said that the Four-Minute Men wielded "a greater influence even than that of the press."

John R. Mott declared, "There is no agency or body of men in our Nation who since America entered the war has done such effective work to educate, to quicken conscience, and to stimulate the unselfish activities of the American people."

The Four-Minute Men helped to weld the American people into a fighting unit. They helped to win the war!

Dictators HAVE UTILIZED the power of public speaking. Hitler says in *Mein Kampf*, "I know that one is able to win people far more by the spoken than by the written word."

Hitler staged elaborate mass meetings with everything from fanfares to full-dress uniforms. He placed thousands of speakers before audiences over the entire Reich.

Democracy can use public speaking even more effectively and to a far better purpose than can dictatorship. Democracy uses public speaking in a different way. It uses public speaking to develop public opinion based on a knowledge of the facts—not a public opinion artificially created by an inner ring of shrewd manipulators at the command of a dictator.

Dictators speak right or wrong with equal glibness. They use the power of speech without conscience. We propose to speak only our sincerest convictions. We propose to build those convictions upon unimpeachable fact and sound evidence.

There ARE TWO WAYS whereby the mass of citizenry can churn and digest ideas: Private conversation and public speaking.

Democracy needs especially to develop public speaking before small audiences of a dozen to a hundred people. In such groups questions from the floor come easily. Discussion can be frank and spontaneous.

The humblest citizen of any democracy, if he is armed with the facts, and if he has earnestly tried to solve a public problem, has a place on the platform. He may become a most effective agent of good government.

He may not have a reputation for oratory, but if he has a reputation for honorable living his influence on his neighbors will often be greater than that of any printed word or radio speech. We are ourselves convinced when we see that our neighbors are profoundly stirred. No one can remain cold in the visible presence of sincere emotion.

Therefore, SPEAKERS CAN HELP America win the war. Speakers can help sell Defense Bonds—can help make the rationing programs work—can help make us save our tires and remind us to turn out unnecessary lights—can spur us on when we become complacent and inspire us when we become discouraged. Speakers can keep us all aware of the fact that our first duty is to help win the war.

And so, America's war effort needs speakers—not speakers to go on tour, not speakers for great mass meetings. We need men and women to discuss with their own neighbors the needs of national defense.

In every community there are skilled speakers to meet this need. Business organizations, labor groups, women's clubs, farm cooperatives, and educational institutions have developed plenty of skilled speakers all over the country.

TO MAKE these speakers most effective in the national cause we must have two things:

(1) Organization of speaking activities to see that speakers are used when and where they will do the most good;

(2) Distribution of information on the war effort—information which will make that speaking basically sound and worth-while.

The Office of Civilian Defense has undertaken just such a program. First, on August 10, 1942, a complete plan for the organization of speaking activities over the entire United States was announced. Every one of the 9,973 defense councils has been asked to organize for this work under its own state defense council. Next, in September, the first speakers' release will be issued. This is to be followed periodically by a similar release.

The PLAN has been formulated! Hundreds of individual citizens have contributed to it and expressed their confidence in its soundness. Many communities have already used the plan and found it practical.

And now, it is up to you!

We need ten thousand men and women to organize and direct Victory Speakers Bureaus—men and women who will:

Throw themselves into this work with whole-souled enthusiasm.

Follow the leadership of the Director of the State Victory Speakers Bureau.

Turn in reports promptly.

We need a hundred thousand Victory Speakers! Speakers who will:

Be willing to talk several times a week.

Cooperate enthusiastically with the director of the local Victory Speakers Bureau.

Study carefully the materials sent out from state and national headquarters.

Use initiative in adapting speeches to audiences.